

## CLAIMS

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1. A method for protecting growing plants from insects and from insect-transmitted plant viruses, which comprises applying to a locus or loci selected from surfaces of growing plants and their background, a composition comprising reflective particles of at least one substance, provided that this is not solely uncoated aluminum, whereby said composition is effective to repel said insects and thus protect the plants.
  2. Method according to claim 1, wherein said composition is adapted for applying to said surfaces in the form of a spray or dusting powder.
  3. Method according to claim 2, wherein said composition is an aqueous suspension or dispersion of said reflective particles.
  4. Method according to claim 3, wherein said aqueous suspension or dispersion comprises additionally at least one surface active agent or adhesive.
  5. Method according to claim 1, wherein said particles are selected from the group consisting of mica, mica coated with  $\text{TiO}_2$ , mica coated with  $\text{Fe}_2\text{O}_3$ , mica coated with both  $\text{TiO}_2$  and  $\text{Fe}_2\text{O}_3$ , mica coated with both  $\text{TiO}_2$  and graphite, reflective copper, reflective bronze, reflective coated aluminum and  $\text{BiOCl}$ .
  6. Method according to claim 5, wherein said mica coated with  $\text{TiO}_2$  also contains in the coating at least one of graphite and  $\text{SnO}_2$ .
  7. Method according to claim 1, wherein said particles are constituted by pigment-free iridescent glitter.
  8. Method according to claim 1, wherein said particles comprise pearlescent particles.

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9. Method according to claim 1, wherein said insects are selected from aphids, leafhoppers, Lariomyza Bryoniae, white flies and thrips.
  10. A composition for protecting growing plants from insects and from insect-transmitted plant viruses, which comprises reflective particles of at least one substance, together with at least one agriculturally acceptable diluent, carrier or adjuvant, provided that said substance is not solely uncoated aluminum.
  11. A composition according to claim 10, which is adapted for application to the surfaces of growing plants in the form of a spray or dusting powder.
  12. A composition according to claim 11, which is an aqueous suspension or dispersion of said reflective particles.
  13. A composition according to claim 12, wherein said aqueous suspension or dispersion comprises additionally at least one surface active agent or adhesive.
  14. A composition according to claim 10, wherein said particles are selected from the group consisting of mica, mica coated with  $\text{TiO}_2$ , mica coated with  $\text{Fe}_2\text{O}_3$ , mica coated with both  $\text{TiO}_2$  and  $\text{Fe}_2\text{O}_3$ , mica coated with both  $\text{TiO}_2$  and graphite, reflective copper, reflective bronze, reflective aluminum, and  $\text{BiOCl}$ .
  15. A composition according to claim 14, wherein said mica coated with  $\text{TiO}_2$  also contains in the coating at least one of graphite and  $\text{SnO}_2$ .
  16. A composition according to claim 10, wherein said particles are constituted by pigment-free iridescent glitter.
  17. A composition according to claim 10, wherein said particles comprise pearlescent particles.